# MIKE NEDER

## mikeneder.me



### Dedication

I typically don't take on a large list of clients in order to ensure dedication to a handful of projects. Client dedication is more rewarding for both parties.

### Collaboration

I can manage your inhouse projects and team, as well as help you find more resources as the need arises.

### Honesty

I seemed to have invented the term 'honest consulting' because it seems to be industry norm to charge a client an excessive amount of hours for a project when it only took half the amount of time to complete. I prefer to a quality relationship and would never do this.

### Loyalty

I prefer a long term engagement with a client. I'm best where I have the opportunity to utilize a vast range of my skills and experience.

### Genuine

Some agencies charge clients at an hourly rate that is far beyond reasonable.My rates are nowhere near such a price and I can still provide a client with all of the above points.
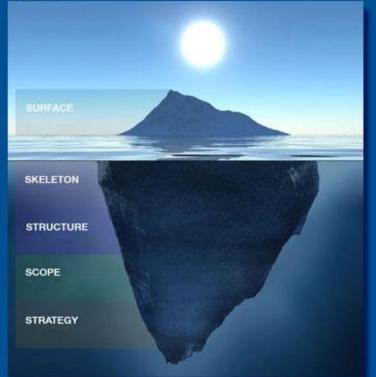
# INTERNET MARKETING ⬤──⬤ WEB DEVELOPMENT

## Who I am and What I do

I have an impressive mix of Software Development, Technical Management, and Internet Marketing with a wealth of experience in the Online Services industry. I specialize in helping startups build from the ground up, and strive for achievement of rapid pace agile build-out of software and infrastructure.  Whether it be shopping comparison engines, email service providers, affiliate tracking and ad serving,  I have dived into almost everything Internet-related since the late 90's.

I typically don't take on a large client list to ensure dedication to a small handful of projects.
I think a gentle balance between a few clients in order to broaden experience, and keeping dedication to them is key.
Keeping up to date with the latest technologies and procedures is paramount to bring experience and value to my client.
If necessary I'd help my client to find their own direct resources, plus manage and teach such resources for my client. This helps specialization on my end, and builds trust and authority at my client's end when it comes to the ownership of their project.

SURFACE

SKELETON

STRUCTURE

SCOPE

STRATEGY

I also like to say that I coined the term '*honest consultant*' because it seems to be industry norm for a consultant to charge a client an excessive amount of hours for a project when it only took half (or worse in some cases) the amount of time to complete.This counter productive for both my client and myself on so many levels.  I would never engage in such activity as it would contradict with the core of my mission, vision, and values.

In addition to technical management, I also specialize in managing Internet marketing. As you see from this very media kit, and my website, it was done with a certain marketing eloquence.  The user experience is not like the same old boring profile website, and this section here of this media kit is not the same old "I'm a world class supplier of services and you'll recognize me for helping you make tons of money" type of statement. True value and years of experience in both Technical Management and Internet Marketing is what you'll get out of me.  My deep understanding of both fields is where I get my  strength, and it is that unique blend that makes for a more productive project and successful ends.

# Services Offered

## Large-scale Technical Management

I can efficiently manage a project for you, and produce quality results, scalability, and fast turnaround.

## Code Monkey

I started my career as a Java Developer in the late 90s, but since 2009 I have been more into PHP and Wordpress and Front End Development, and intensely specializing in Javascript Development

## Email Marketing

I specialize in segmentation tactics, open rate and click rate testing, build out of auto respondersbased on specific user interaction, delivery rates, etc..

## Javascript Development

From Object Oriented Javascript, Ajax, Handlebars, Backbone, Knockout, Angular, and anything Front End, to full blown stacks using Node, MEAN stack and Meteor plus MongoDB, this has been my primary specialty in recent years.

## Conversion Rate Optimization

I can help improve your user experience and user flow through your landing pages and sales funnels in order to boast optimize your conversions via, multivariant A/B testing, A/A testing.

## Search Engine Optimization

From the latest on-site technical SEO strategies, to keyword research, to content optimization, to off-site link building, SEO can be a tremendously valuable channel to any online business. And this is one of my specialties.

**ATTRACT** the RIGHT audience

**ENGAGE** them with compelling content

**CONVERT** them to a customer

**RENEW** relationship with your customers, fans, clients or prospects

## Q: Do you function as an agency?

A: Well, not really. I am a full service consultant and have quite a bit of experience and a notable skill set. I have a group of other consultants (that I consider to be close friends after all these years) that I sometimes partner with at a client's request to find additional resources. I typically help startups grow their business on a technical level and Internet marketing level, and I tend to get close the the company and share company goals, rather than stay on the sidelines as an indifferent third party.

## Q: How many clients do you take on at once?

A: Only a small handful. I feel that a dedicated relationship is much more beneficial to my client and much more rewarding to me. Sharing the enthusiasm in feats makes for greater productivity.

## Q: Do you take on any type of project?

A: Not necessarily... In the briefest answer possible, I would have to say that I only take on projects that I truly believe in. If I can see their potential, and find it exciting, I'm in. That isn't to say that I take on every project that has potential; if I turn down a project it could merely be because I don't have the bandwidth at the moment.

## Q: What if I have a large project, would you add more members to your team if I need you to?

A: I try not to function as an agency and don't have a goal to maintain a vast team. I feel that a more dedicated relationship with my client is the best route. I typically help my clients find their own staff if necessary (whether it be full time employees or consultants). I feel that forcing my clients to be dependent on me doesn't make for a healthy business relationship.